

Abstract

The development of technology is progressing very rapidly and have a very important role especially in the business world. Business people can easily just purchase products using a credit card, it is necessary for a system that can provide a recommendation that is considered to be in accordance with the wishes of the customer.

Recommendation system is a model of problem solving that apply certain techniques in making a recommendation for the selection of information, products and services [3]. There are two approaches in developing a recommendation system that is content-based and collaborative filtering [9].

The system is built to provide output in the form of the recommendation. Through this system is expected to assist customers in determining the products according to wishes.

Keywords: Products, Recommendations, Collaborative Filtering